

Media Release

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COLES DONATES 5000 HAMS TO KICK OFF CHRISTMAS APPEAL ***National appeal to raise funds to help feed Australians facing hardship***

Coles will donate 5,000 hams to disadvantaged families and community organisations this Christmas as it launches its annual Christmas appeal for food rescue charity, SecondBite, today.

Christmas hams will be distributed by SecondBite to community food charities across Australia to help struggling families and community organisations host festive Christmas gatherings.

Victorian charity St Mary's House of Welcome is one of the recipients of Coles' ham donations and CEO Robina Bradley said the hams will be cooked for a festive lunch with vulnerable community members.

"As we head into Christmas and cost of living pressures continue to hit, the demand St Mary's House of Welcome sees at our front door continues to grow, she said.

"Many of the people we are seeing are more vulnerable than ever. The hams donated to us by Coles will go a long way in helping to ensure Christmas is a special time for our service users. It will be used to provide them with the type of festive lunch that many Australians take for granted, and, perhaps more importantly, it will help some of the most vulnerable people in our community know they are valued and cared for."

All funds raised in this year's Coles Christmas Appeal will help SecondBite rescue and deliver unsold edible food to around 1,100 community food relief organisations nationally. Shoppers can support the appeal by purchasing a \$2 donation card at a Coles supermarket checkout from today until Christmas Eve or by making a donation at Liquorland, First Choice Liquor Market or Vintage Cellars store until December 13.

SecondBite Ambassador and Board Director Matt Preston said money raised will provide food relief across the country in the form of cooked meals, food hampers and essential ingredients.

"This year has been very challenging for SecondBite's community food partners, with nearly 40% of organisations telling us they've experienced a significant increase in demand for food relief," he said.

"With higher rental prices and utility bills, people are financially prioritising in a way they haven't before. Parents are missing meals so that their kids can eat, and pensioners are skipping meals to keep their heaters or coolers on."

"That's why the Coles SecondBite Christmas Appeal is so important. It helps SecondBite run its essential services of picking up food daily from supermarkets and suppliers and delivering to those who need it most. For as little as \$2, shoppers can help SecondBite to provide the equivalent of ten meals to a person or family in need."

This year's Coles Christmas Appeal comes as research¹ shows 60% of Australians and over two thirds of families are worried about their ability to cover their needs as the cost-of-living rises.

¹ Source: Cost Of Living Survey, Coles Circle, 17th-19th Oct 2022, n=7541

Coles Ambassador Courtney Roulston said Coles is working hard with SecondBite to provide food relief this Christmas through fundraising and its ongoing food rescue operations from its supermarkets.

"Coles is extremely proud of its partnership with SecondBite, because not only does it help feed Aussies in need, but it also helps reduce food waste from supermarkets and distribution centres," she said.

"The SecondBite Christmas Appeal is more important than ever and it's great to be able to complement the fundraising in Coles supermarkets and liquor stores across the country with the donation of 5,000 hams to make Christmas more festive for people in need."

Since 2011, Coles and its customers have helped SecondBite to provide the equivalent of more than 190 million meals for Aussies in need. Throughout the year, more than 800 Coles supermarkets and distribution centres donate unsold, edible food to SecondBite and its network of around 1100 food relief and community organisations across Australia.

Coles customers can also donate to SecondBite by visiting secondbite.org.

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For further information, please contact

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